

ESTTA Tracking number: **ESTTA733873**

Filing date: **03/16/2016**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

|                            |                            |
|----------------------------|----------------------------|
| Applicant:                 | <b>EXXEL OUTDOORS, LLC</b> |
| Application Serial Number: | <b>86781069</b>            |
| Application Filing Date:   | <b>10/07/2015</b>          |
| Mark:                      | <b>BUILT TO ENDURE</b>     |
| Date of Publication        | <b>03/15/2016</b>          |

## **First 90 Day Request for Extension of Time to Oppose for Good Cause**

Pursuant to 37 C.F.R. Section 2.102, Patagonia, Inc., 259 W. Santa Clara St., Ventura, CA 93001, UNITED STATES, a corporation organized under the laws of California, respectfully requests that it be granted a 90-day extension of time to file a notice of opposition against the above-identified mark for cause shown.

Potential opposer believes that good cause is established for this request by:

- The potential opposer needs additional time to investigate the claim

The time within which to file a notice of opposition is set to expire on 04/14/2016. Patagonia, Inc. respectfully requests that the time period within which to file an opposition be extended until 07/13/2016.

Respectfully submitted,  
/Robert Tadlock/  
03/16/2016

**Robert Tadlock**

**IP Counsel/Director of Brand Protection**

**Patagonia, Inc.**

**259 W. Santa Clara St.**

**Ventura, CA 93001**

**UNITED STATES**

**traci.escamilla@patagonia.com**

**8056674838**